

Powering the Future: The Evolved Smappee AC Portfolio

Agenda

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01 Intro

Every installation is unique



- **EV charger at home, no solar, and still using an old analogue meter**
→ The owner simply wants to charge - no smart features needed.
- **EV charger at home with solar panels, a digital meter, and a dynamic energy contract**
→ Optimizing charging based on solar production and energy prices.

Every installation is unique



- **Employee receives a charger from their employer for home use, with split-billing or reimbursement**
→ Employee wants to make the charger smart to avoid capacity peaks.
- **Company transitioning its fleet to electric vehicles**
→ Taking the first steps into EV charging.
- **Company with multiple offices and a charging hub per site, combining AC and some DC stations**
→ Needs a scalable and centrally managed solution.

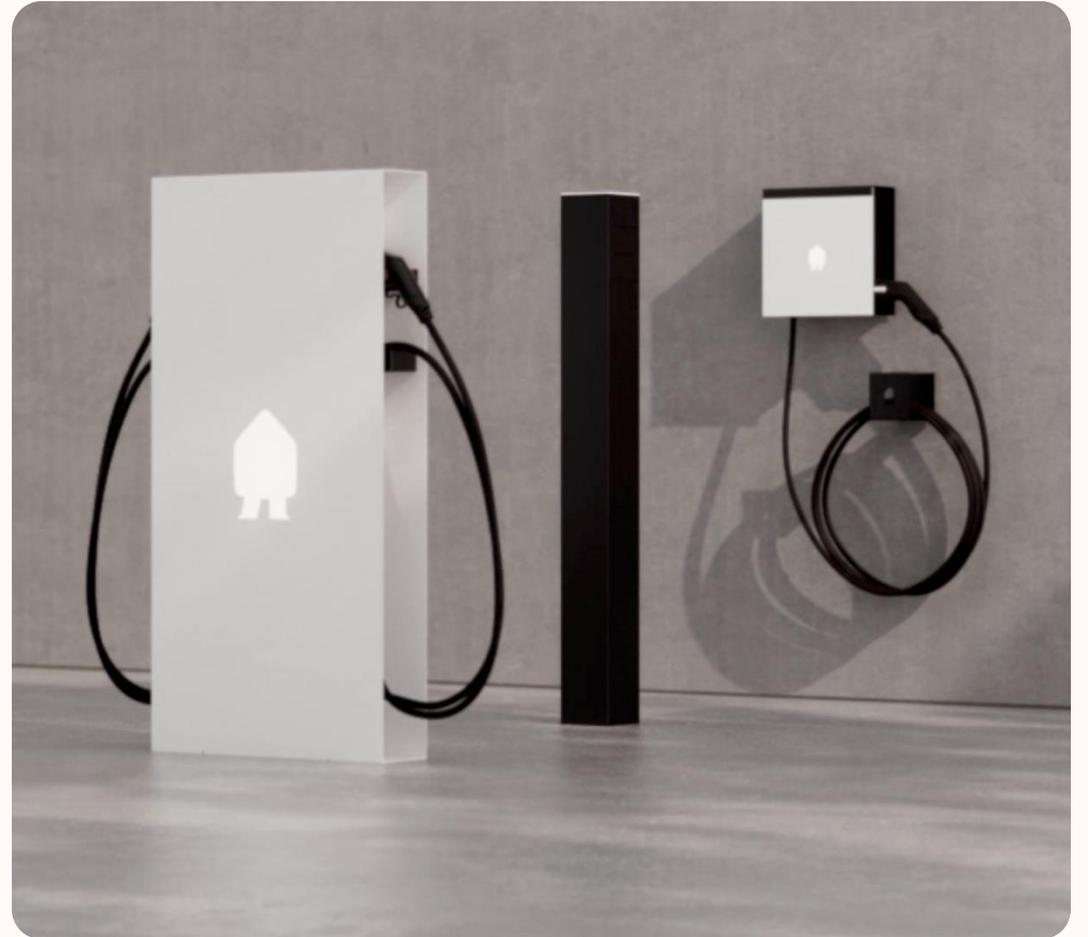
Why did we introduce the new AC proposition?

- **Flexibility** and customization for end-users, adaptable to personal needs – Only pay for what you need and allows upselling
- **Future proofing** our product offering (MID meter, shutter socket, ...)
- **1 model / different user audiences** (residential, business, ...)



Why did we introduce the new AC proposition?

- **Simplification** of our Product portfolio, from 19 SKUs to 9
- A **better competitive position** in the market
- Aligning with modern **SaaS** and energy management offerings / products
- **Simple & faster** installation





02 Product & Pricing

Smappee's EV Chargers

AC and DC chargers that create a cohesive, visually appealing lineup, perfect for charging hubs, parking areas, and residential homes alike.

- Award-winning minimalist design
- Made in Belgium



EV Line – AC Charging stations

Coming soon



EV Wall



Socket: € 895 - Cable: € 995

Socket or Cable

22 kW Charging

Wall mounted



EV One



€ 995

1 Socket

22 kW Charging

Standalone



EV Base



Socket: € 3195 - Cable: € 3395

2 x Socket or Cable

2 x 22 kW Charging

Standalone



EV Dual



Pricing TBA

2 x Socket or Cable

2 x 22 kW Charging

Wall mounted or Standalone

V2G 15118-2 / -20

Additional hardware



P1

€ 180



Smart kit (50A / 100A)

€ 345



Infinity

Custom pricing



4G connect

€ 195 (5 year data included)

Smappee Genius 2

Open

Flexible

Secure



Integrates with:

Qbus



Home Assistant

niko



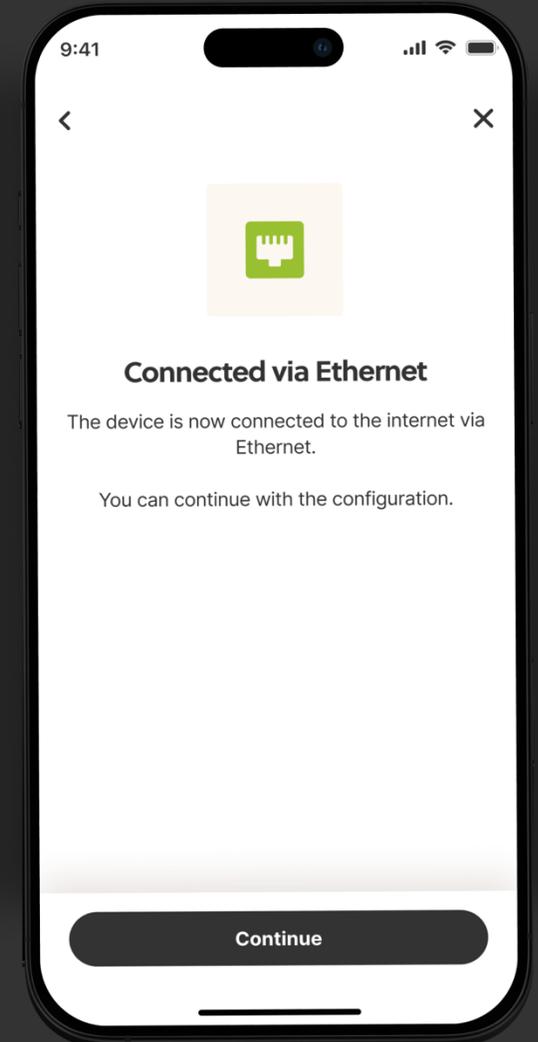
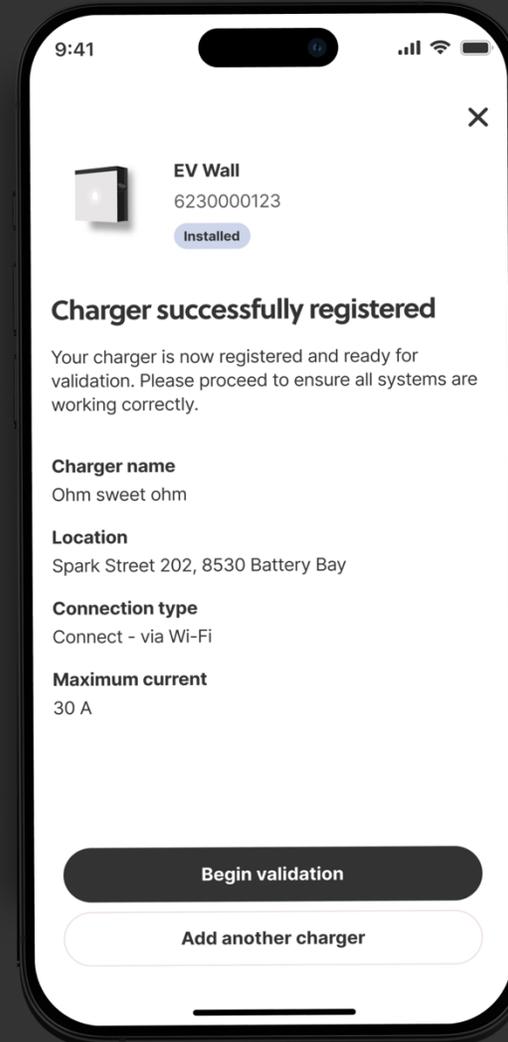
Home Connect

and many more

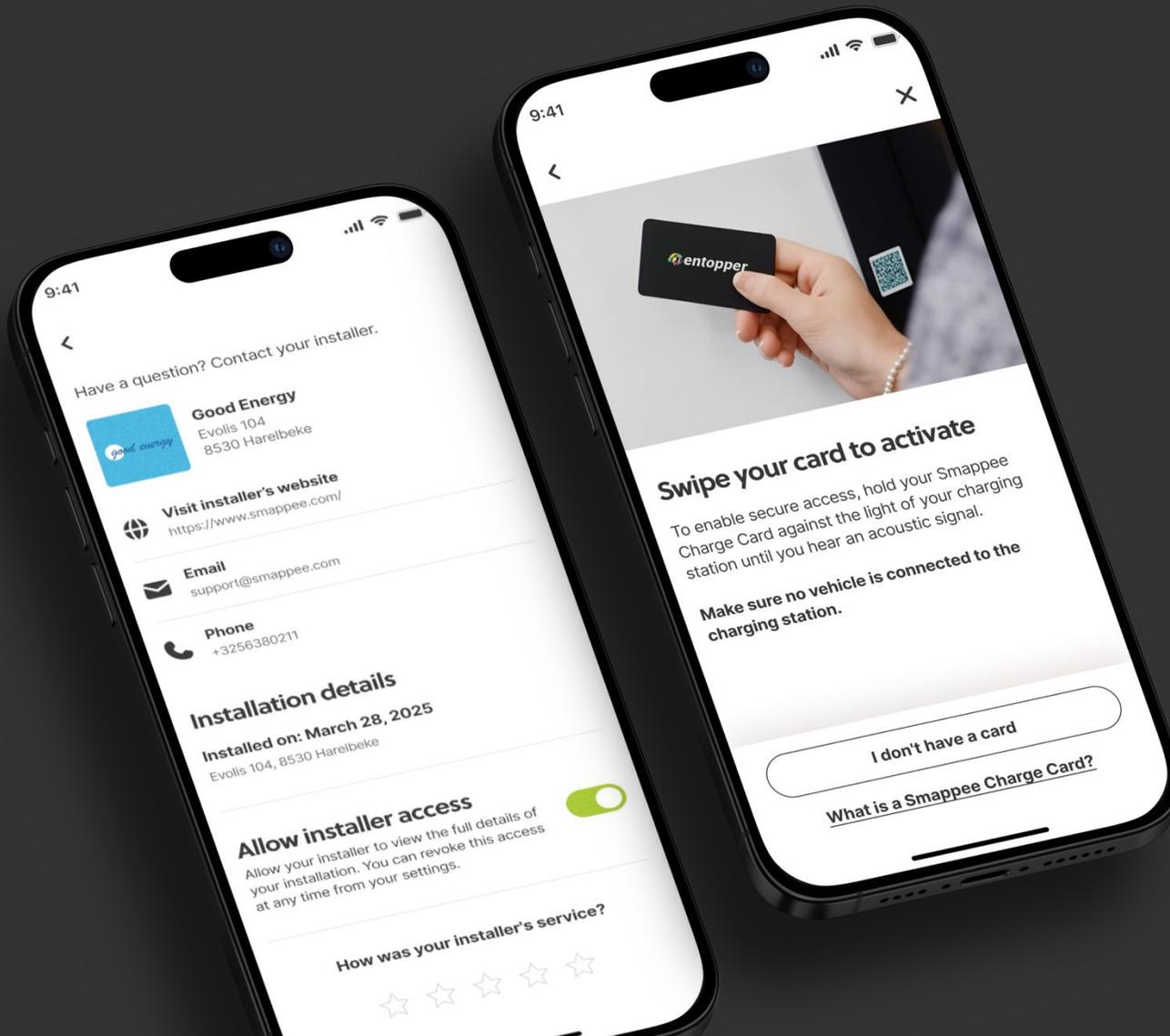
Simplified installation flow

A redesigned installation flow to save you time and smart guidance when you need it.

- New installations tab with improved search functionality
- Fast configuration flow with tailored guidance when issues occur



Improved security to be compliant with GDPR



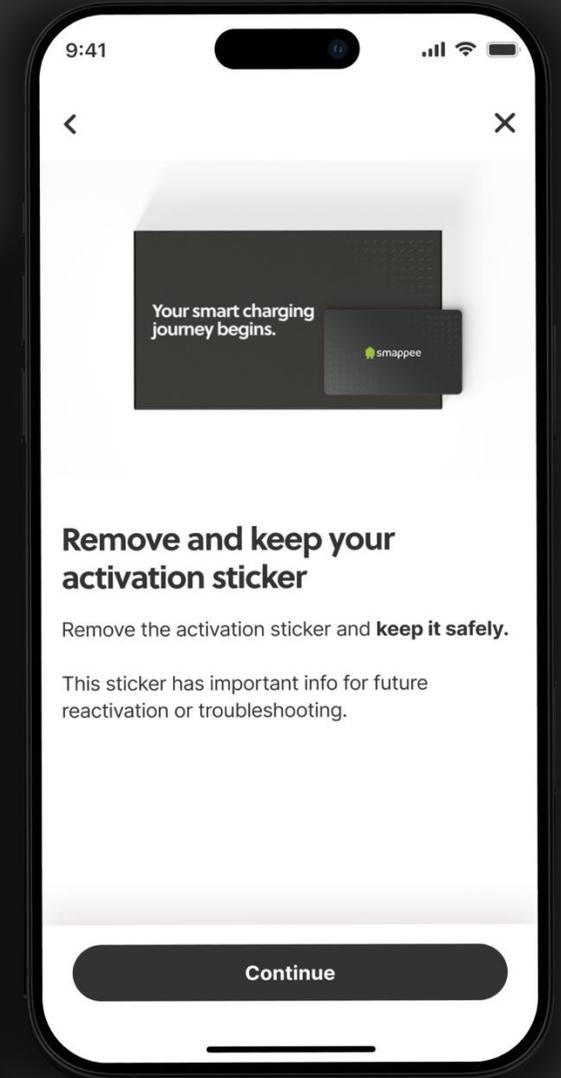
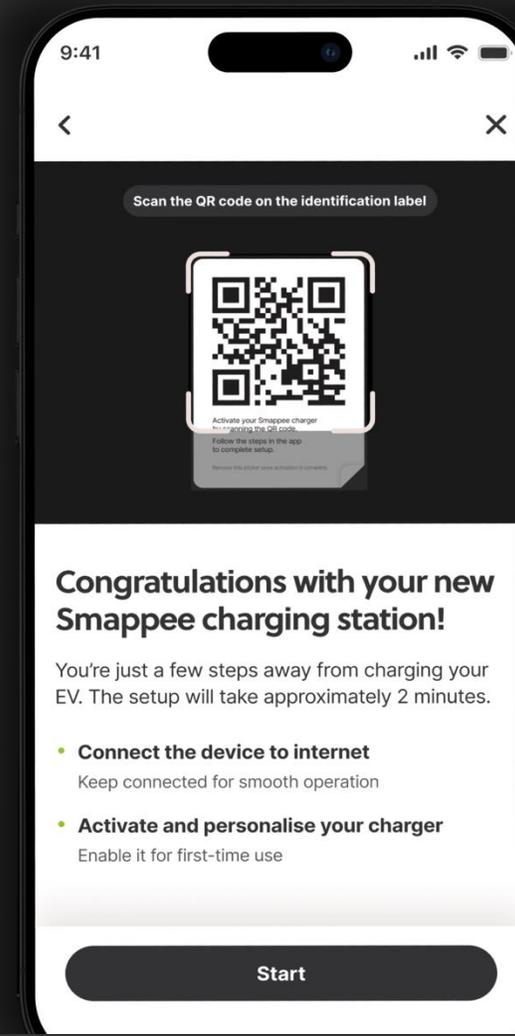
Protects you and your customers with clear access rules.

- 2-step verification to confirm ownership before access
- Clear approval process protects you and builds trust with customers

Better end-user onboarding

A more accessible and engaging onboarding flow to help end-users get started with confidence

- Immediate interaction through swiping and customisation
- Clear step-by-step guidance without technical jargon
- Strong link between installer and end-user





03 A smarter way forward

Essential

Essential Included

Charging features ⓘ



Secure OCPP



Whitelisting (*access control*)



Dynamic overload protection*



**Additional hardware required*

ⓘ Feature details

Charging features

- Live & historical charging sessions
- Static overload protection
- Offline charging
- Charging scheduling

Smart

	Essential Included	Smart 2,99 EUR/month per connector
Charging features ⓘ	●	●
Secure OCPP	●	●
Whitelisting (<i>access control</i>)	●	●
Dynamic overload protection*	●	●
Saving and cost insights*		●
Optimise with solar* ⓘ		●
Optimise with tariffs & rates* ⓘ		●

*Additional hardware required

ⓘ Feature details

Charging features

- Live & historical charging sessions
- Static overload protection
- Offline charging
- Charging scheduling

Optimise with solar

- Solar live & historical insights
- Solar forecasting
- Charge with solar surplus
- Dynamic phase switch

Optimise with tariffs & rates

- Energy rates
(*e.g. day/night, shoulder, peak, off peak*)
- Dynamic rates
(*not supported in all regions*)
- Smart scheduling
(*set departure time and travel distance*)

How hardware impacts available features

Both the P1 and the Smart kit help users unlock new features, but there are differences



Why the Smappee P1?

- Enables Dynamic overload protection without an extra subscription
- Fastest way to have a smart setup together with the **Smart subscription**
- Installation and activation can be **done by the user**



Why the Smappee Smart kit?

- Perfect for installations that require full solar integration
- No availability of a P1 port
- Installation **needs to happen by a trained installer**

The Smappee Smart Kit unlocks full Energy Intelligence and smart charging capabilities for your charger and home.

Extra features compared to P1:

- Solar Live and historical insights
- Solar forecasting
- Additional submetering possible

Benefits for residential customers

- **Competitive price** for the chargers
- **Upgrade kits are available** to use smart features
- The Smart subscription is included for 12 months, providing a risk-free opportunity to demonstrate its added value from day one.
- After 12 months customers will be asked to choose to **renew the Smart subscription** or stay with Essential charging. **It's up to the customer.**
- **The long-term value** and ease of having everything included upfront should be clear. The faster you start using the smart setup, the more money your customer will save.

Business

Essential

Included

Business

AC - 6 EUR/month per connector
DC - 12 EUR/month per connector

Charging features ⓘ



Secure OCPP



Whitelisting *(access control)*



Dynamic overload protection*



Cascade overload protection*



Saving and cost insights*



Optimise with renewables* ⓘ



Optimise with tariffs & rates* ⓘ



CPO by Smappee ⓘ



*Additional hardware required

ⓘ Feature details

Charging features

- Live & historical charging sessions
- Static overload protection
- Offline charging
- Charging scheduling

Optimise with solar

- Solar live & historical insights
- Solar forecasting
- Charge with solar surplus
- Dynamic phase switch

Optimise with tariffs & rates

- Energy rates
(e.g. day/night, shoulder, peak, off peak)
- Dynamic rates
(not supported in all regions)
- Smart scheduling
(set departure time and travel distance)

CPO by Smappee *(only applicable in Eurozone)*

- Session history
- Pricing policies
- Scan & charge
- Publish on third party maps via OCPI
- Broad charging network
(direct OCPI + roaming hub connections)
- Payment services
(invoicing, roaming, Pay Station)



CPO roaming included

- Set your charger public
- Roaming cost, mark-up paid by EV Driver
- Part of Business subscription
- Smappee on Smappee = no roaming fees
- Pay out to charging square owner

Benefits for Business customers

- Competitive price for the chargers
- CPO is included
- Dashboard access to monitor or manage your location
- Dynamic and cascade overload protection for an unlimited number of connectors

What's in for you as installer?

What you can offer

- A charger with essential features
- Coming soon: Upfront paid subscription packs sold by you

Benefits for you

- Earn additional revenue on each subscriptions
- Strengthen customer relationships ensuring long-term satisfaction and loyalty

Benefits for EV owners

- ~20% savings vs. monthly/yearly payments
- Fixed price; no impact from inflation or future price increases
- The listed features are included for as long as the current subscription remains active

Business add-ons

Split Billing

- Automate employee reimbursement for home charging of company EVs
- Flat fee € 5 (excl VAT) per Employee / Month

e-MSP

- Enable EV driver to charge anywhere on Smappee or other charging stations
- € 0,35 transaction cost
- 5% Roaming
- Budget cap / pre-paid / pre-charged



Summary of changes

Before July 2025

No modularity.

All features included for a fixed price.

Home installations

Smappee CT hub + CT's, Solid Core, Splitter and Connect included



Business installations

Smappee MID meter included



New EV-line update:

Competitive starting price, additional hardware choice, the subscription choice and features add-ons.

Charger

Included:
Essential features
MID meter

EV Wall



EV One



EV Base



Additional hardware

Residential installations



Smart kit (50A / 100A)

or



P1



4G connect

Business installations



Smappee Infinity

Subscription and features

Included for free with every charger:

Essential features

Charging features

- Live & historical charging sessions
- Static overload protection
- Offline charging
- Charging scheduling

Secure OCPP

Whitelisting (access control)

Dynamic overload protection (Smappee Smart kit or P1 needed)

	Smart Subscription per connector	Business Subscription per connector
Charging features 🌐	●	●
Dynamic overload protection*	●	●
Secure OCPP	●	●
Whitelisting (access control)	●	●
Saving and cost insights*	●	●
Optimise with renewables* 🌐	●	●
Optimise with tariffs & rates* 🌐	●	●
Cascade overload protection*		●
CPO by Smappee 🌐		●

*Smappee Genius and additional Infinity components required

Summary of changes

Hardware

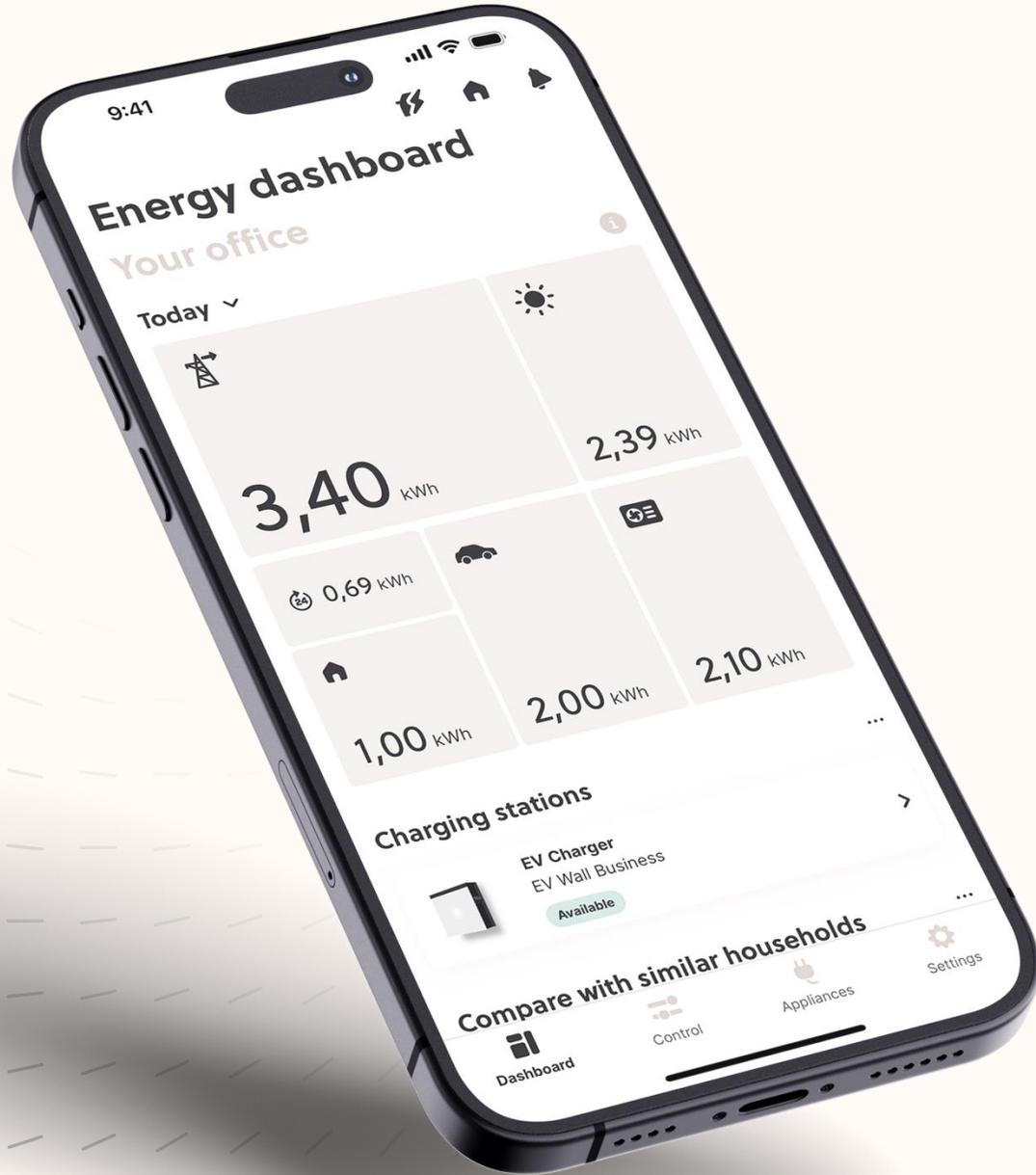
- **Unified** models for **Residential & Business**
- New colour option: **EV Base with cable** now also in **black**
- **Certified MID meter** included in every charger
- Infinity components now modular via **Smart Kits** or **Infinity**
- **4G Connect & P1 module** fully integrated in the portfolio

Software

- Simplified installation flow for **faster setup**
- **Enhanced security** for safer usage and data protection
- **Improved end-user onboarding** with clear guidance
- **Step-by-step activation** via the Smappee app

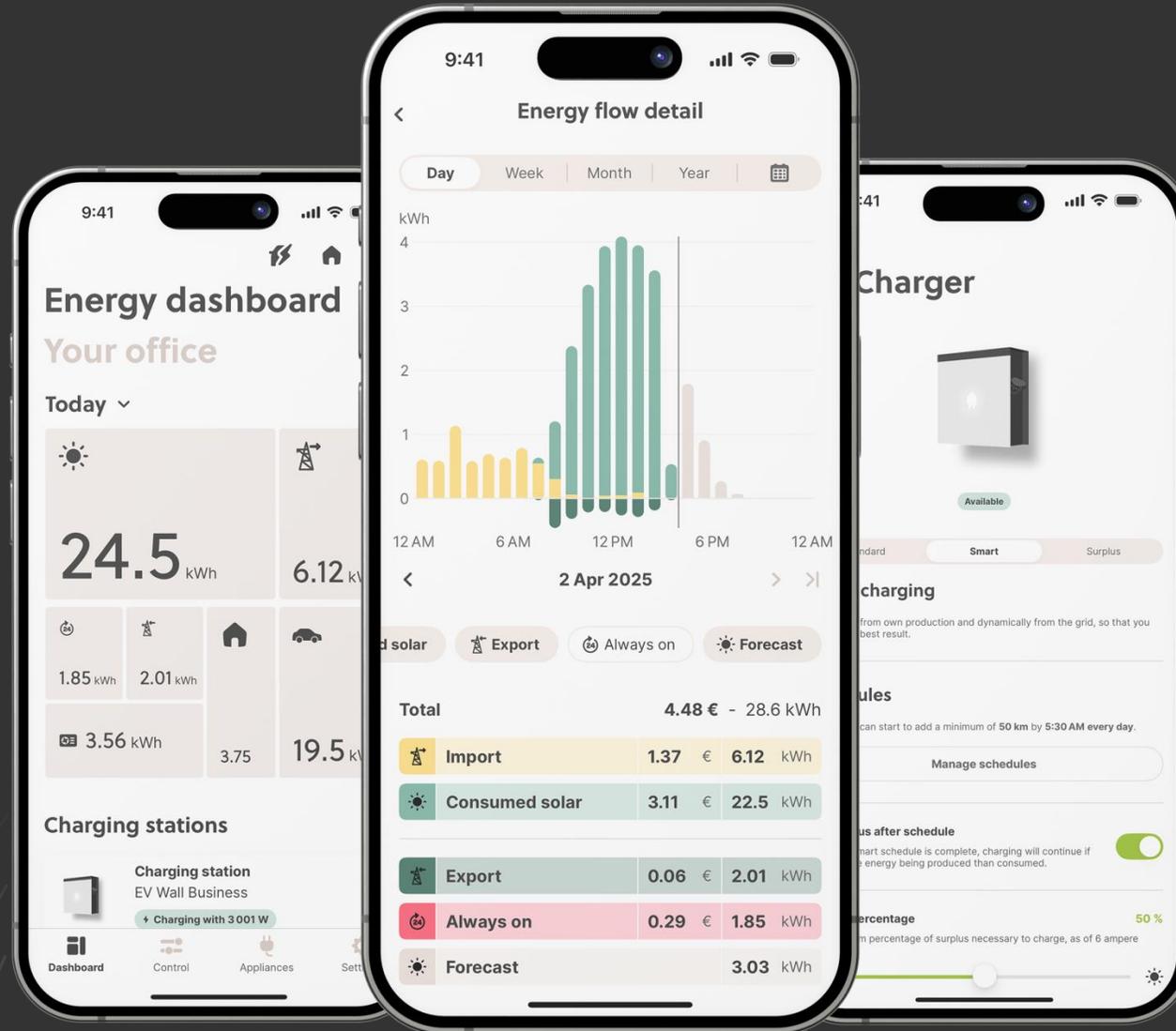


04 Where charging meets smart energy



Energy management software

Smart energy management



Coming soon

Smart insights for more savings

Take control of your entire energy use and lower your costs automatically

- Use more of your solar power and avoid peak tariffs
- Track your savings per day, month, and year
- Get clear advice to optimise your energy use and save even more

⚡ On average, you have saved more this month.

13 kWh +23%

Savings tips

Here are some recommendations to save on your next energy bill.

🔌 **Smart charging**
Charge with solar & tariffs

Save 15% >

📅 **Schedule heat pump**
Schedule heat pump

Save 11% >

Solar energy distribution



Consumed solar	46%
Virtual Battery	32%
Grid export	22%

Solar savings 39,35 €
By using your own solar energy. 2.7 kWh

Smappee saved you €185,32 this year.

Thanks to Smart Charging we've saved you approximately 15% on your energy bill.

Read more

Powerful management platform

The screenshot displays the Smappee management platform interface. At the top, there's a navigation bar with the Smappee logo, buttons for '+ Add card', 'Board settings', and 'Organise cards'. On the right, it shows 'Get Smappee', 'Charging Station 01', the serial number '6020000011', and user profile icons.

Boards

- My board
- EV Line**
- SSO username ml...
- Energy managem...
- test
- All cards

Charging stations at Snowball T1

Serial number	Name ↑	Left connector	Right connector
6020000011	Charging Station 01 Selected	Available	Charging ended
6010001287	Charging Station 02	Charging ended	Charging 10,9 kW
6010001299	Charging Station 03	Charging ended	Charging ended
6010001279	Charging Station 04	Available	Charging 0,8 kW
6010001300	Charging Station 05	Charging ended	Charging 11,2 kW
6010001301	Charging Station 06	Available	Charging ended
6010001289	Charging Station 07	Available	Available
6010003097	Charging Station 08	Charging ended	Charging 6,3 kW
6010001233	Charging Station 09	Charging 11,3 kW	Available

21 charging stations Items per page 20 Page 1 of 2

Charger configuration Online

General Configuration Connectors Services

Property	Value
Location	Snowball T1
Name	Charging Station 01
Article code	EVB-2332-C5-E
Serial number	6020000011
CPO	Smappee Services
Postal address	Evolis 104, 8530 Harelbeke, Belgium
Floor	

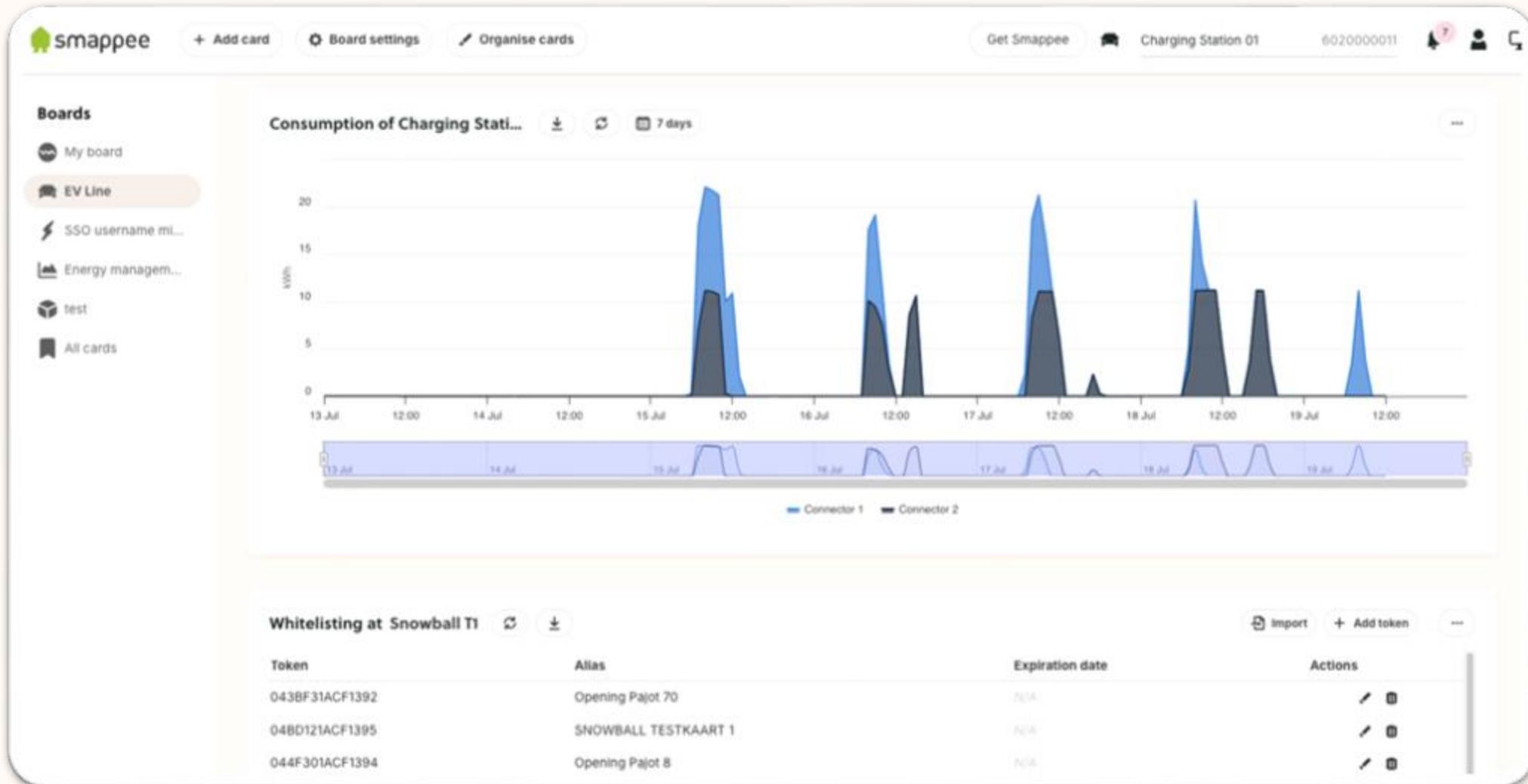
8 properties Items per page 20 Page 1 of 1

Sessions of Charging Station 01

All connectors All tokens This year Any payment method

Charging station name	From ↑	To	Duration [h:mm]	kWh	Activation method for charging sessions	Cost	Net price	CPO fee	Connector
<input type="checkbox"/> Charging Station 01	2024-07-19 07:40	N/A	04:39	17,60 kWh	Swipe and charge	N/A	N/A	N/A	1
<input type="checkbox"/> Charging Station 01	2024-07-18 16:40	2024-07-19 08:19	15:39	29,73 kWh	Swipe and charge	12,89 €	9,37 €	0,94 €	2

Powerful management platform





05 Next steps

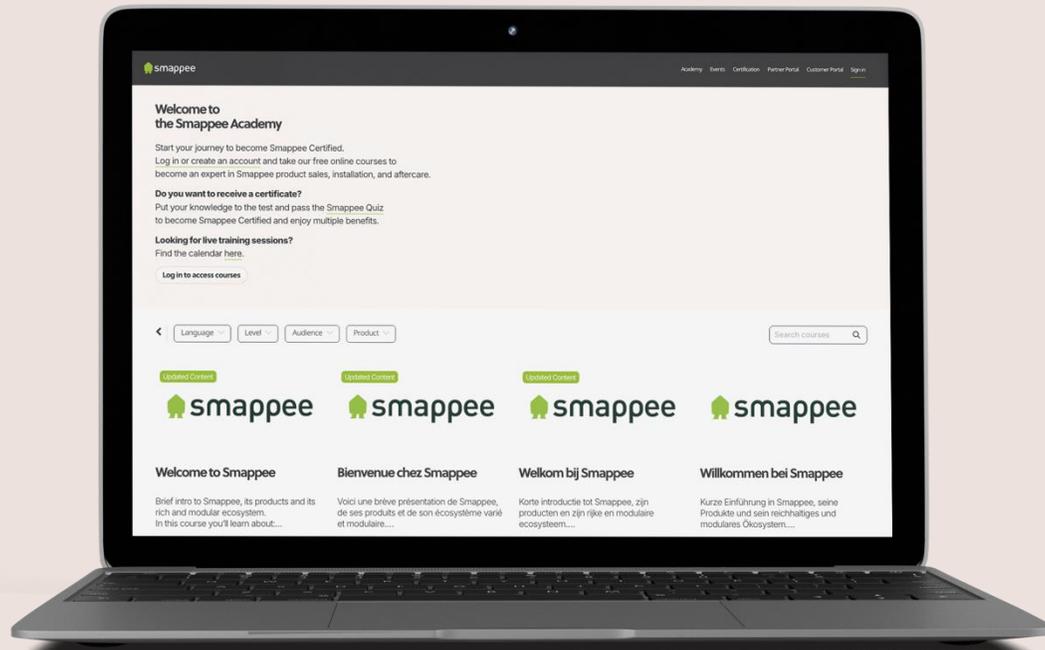
Downloads



Updated assets available on our [downloads page](#):

- New Business and Home charging brochures with the new offering
- Updated datasheets
- Updated manuals
- Updated quick installation guides

Academy update



New training for EV One, EV Wall and EV Base is available, together with updated content on EV Line family and subscription models.

All available in English, Dutch, French and German.

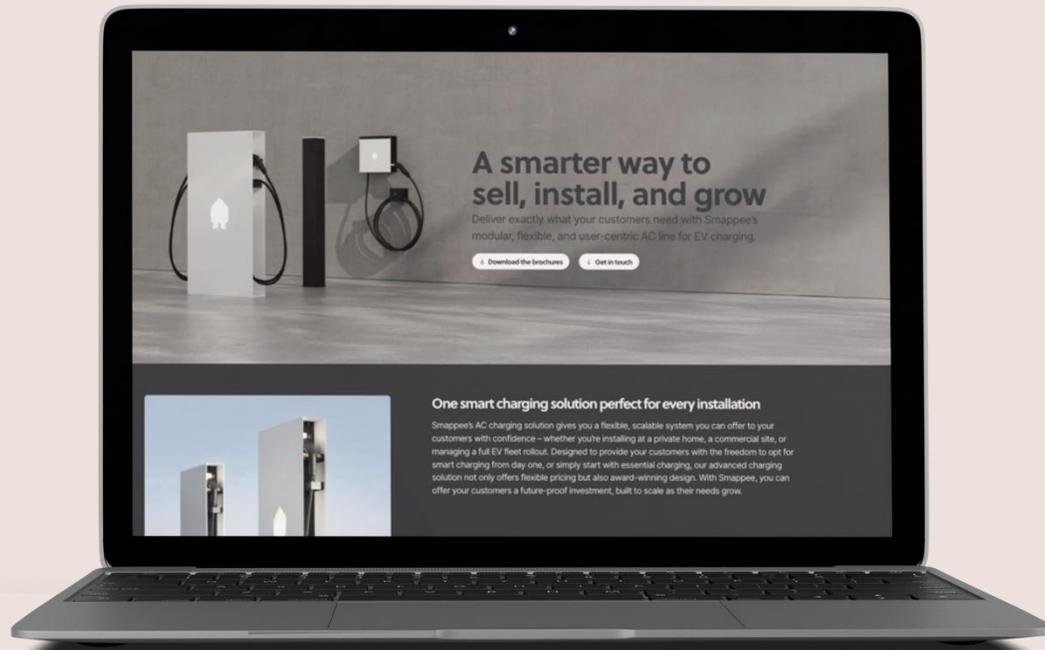
12 new courses

44 new modules

12 updated modules.

Check [Smappee Academy](#) for our new in-person and online courses.

Landing Page



Check our updated [landing page](#) or contact Smappee for more information.

When ordering:

New reference numbers for all EV line AC chargers

New reference numbers for the additional hardware kits

Partner programme



The [Smappee Partner Programme](#) is built for professionals in energy management and EV charging who want to grow their expertise and business.

- Free on-site training
- Qualified lead referrals
- Priority support
- Marketing perks
- Early access
- Recognition and rewards

You'll get the tools, knowledge, and visibility needed to stay competitive, serve customers better, and lead in the shift to smart energy.

“

Smappee's updated product portfolio is all about **flexibility, simplicity, and future-readiness.** It's designed to grow with your needs and deliver value at every step. And even more to come!

”



Thank you for being part of our journey.
Your support means more than just business.
By working with us, you're backing a Belgian
company with global presence. You're
helping shape a smarter, more sustainable
energy future together.

We're proud of what we've achieved so far,
and even more excited about what's coming
next. Let's keep building that future.



Thank you for your attention

Contact your sales representative or email info@smappee.com in case of any questions.

Presentation and webinar will be shared.